



**ONLINE MEDIA COVERAGE**  
**ON**  
**EMAMI HEALTHY & TASTY EDIBLE OIL**  
**NATIONAL LAUNCH**

**6<sup>th</sup> April, 2017**

## **COVERAGE GRID**

SL. NO	DATE	WEBSITE	HEADLINE
1.	07.04.2017	<a href="http://www.livemint.com/Companies/swJVjY7tF7vew7Hk0JIZM/Emami-Agrotech-takes-edible-oil-brand-national-lines-up-inv.html">http://www.livemint.com/Companies/swJVjY7tF7vew7Hk0JIZM/Emami-Agrotech-takes-edible-oil-brand-national-lines-up-inv.html</a>	<b>Emami Agrotech takes edible oil brand national, lines up investments</b>
2.	06.04.2017	<a href="http://www.financialexpress.com/industry/emami-group-expands-edible-oil-footprint-to-north-west-markets/618020/">http://www.financialexpress.com/industry/emami-group-expands-edible-oil-footprint-to-north-west-markets/618020/</a>	<b>Emami Group expands edible oil footprint to north, west markets</b>
3.	06.04.2017	<a href="http://www.business-standard.com/article/companies/emami-chalks-out-rs-800-cr-capex-for-four-years-117040600705_1.html">http://www.business-standard.com/article/companies/emami-chalks-out-rs-800-cr-capex-for-four-years-117040600705_1.html</a>	<b>Emami chalks out Rs 800-cr capex for four years</b>
4.	06.04.2017	<a href="http://www.business-standard.com/article/pti-stories/emami-group-expands-edible-oil-footprint-to-north-west-mkts-117040600994_1.html">http://www.business-standard.com/article/pti-stories/emami-group-expands-edible-oil-footprint-to-north-west-mkts-117040600994_1.html</a>	<b>Emami Group expands edible oil footprint to north, west mkts</b>
5.	07.04.2017	<a href="http://www.business-standard.com/article/companies/emami-to-invest-rs-1-000-cr-to-boost-edible-oil-biz-117040601371_1.html">http://www.business-standard.com/article/companies/emami-to-invest-rs-1-000-cr-to-boost-edible-oil-biz-117040601371_1.html</a>	<b>Emami to invest Rs 1,000 cr to boost edible oil biz</b>
6.	06.04.2017	<a href="http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/emami-expands-healthy-tasty-edible-oil-to-northern-western-markets/58049415">http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/emami-expands-healthy-tasty-edible-oil-to-northern-western-markets/58049415</a>	<b>Emami expands 'Healthy &amp; Tasty' edible oil to northern &amp; western markets</b>

7.	06.04.2017	<a href="http://www.moneycontrol.com/news/business/markets-business/emami-agrotech-to-expand-edible-oil-biz-nation-wide-2254313.html">http://www.moneycontrol.com/news/business/markets-business/emami-agrotech-to-expand-edible-oil-biz-nation-wide-2254313.html</a>	<b>Emami Agrotech to expand edible oil biz nation-wide</b>
8.	06.04.2017	<a href="http://news.franchiseindia.com/restaurant/Emami-Healthy-Tasty-to-become-Rs-5000-crore-brand-in-3-5-years.n14291">http://news.franchiseindia.com/restaurant/Emami-Healthy-Tasty-to-become-Rs-5000-crore-brand-in-3-5-years.n14291</a>	<b>Emami Healthy &amp; Tasty to become Rs.5000 crore brand in 3-5 years</b>
9.	06.04.2017	<a href="http://www.thehindu.com/business/emami-to-invest-800-crore-to-expand-facilities-pan-india/article17853740.ece">http://www.thehindu.com/business/emami-to-invest-800-crore-to-expand-facilities-pan-india/article17853740.ece</a>	<b>Emami to invest ₹800 crore to expand facilities pan-India</b>
10.	06.04.2017	<a href="https://www.telegraphindia.com/1170407/jsp/business/story_144987.jsp#.WOC1etKGPIU">https://www.telegraphindia.com/1170407/jsp/business/story_144987.jsp#.WOC1etKGPIU</a>	<b>Emami</b>
11.	06.04.2017	<a href="http://indiatoday.intoday.in/story/emami-group-expands-edible-oil-footprint-to-north-west-mkts/1/922246.html">http://indiatoday.intoday.in/story/emami-group-expands-edible-oil-footprint-to-north-west-mkts/1/922246.html</a>	<b>Emami Group expands edible oil footprint to north, west mkts</b>
12.	06.04.2017	<a href="http://www.dnaindia.com/money/report-emami-group-expands-edible-oil-footprint-to-north-west-mkts-2384000">http://www.dnaindia.com/money/report-emami-group-expands-edible-oil-footprint-to-north-west-mkts-2384000</a>	<b>Emami Group expands edible oil footprint to north, west mkts</b>
13.	06.04.2017	<a href="http://www.thehansindia.com/posts/index/Health/2017-04-06/Emami-Group-expands-edible-oil-footprint-to-north-west-mkts-/291607">http://www.thehansindia.com/posts/index/Health/2017-04-06/Emami-Group-expands-edible-oil-footprint-to-north-west-mkts-/291607</a>	<b>Emami Group expands edible oil footprint to north, west mkts</b>

14.	07.04.2017	<a href="http://www.btv.in/videos/watch/21956/emami-group--business-expansion">http://www.btv.in/videos/watch/21956/emami-group--business-expansion</a>	<b>Emami Group: Business Expansion</b>
15.	07.04.2017	<a href="http://www.indiafoodbrief.com/354456-emami-to-invest-rs-1000-cr-to-boost-edible-oil-biz-business-standard">http://www.indiafoodbrief.com/354456-emami-to-invest-rs-1000-cr-to-boost-edible-oil-biz-business-standard</a>	<b>Emami to invest Rs 1000 cr to boost edible oil biz</b>
16.	07.04.2017	<a href="http://smartinvestor.business-standard.com/market/story-450715-storydet-Emami_to_invest_Rs_1_000_cr_to_boost_edible_oil_biz.htm#.WOej5oVOLIU">http://smartinvestor.business-standard.com/market/story-450715-storydet-Emami_to_invest_Rs_1_000_cr_to_boost_edible_oil_biz.htm#.WOej5oVOLIU</a>	<b>Emami to invest Rs 1,000 cr to boost edible oil biz</b>

<b>Publication</b>	<a href="http://www.livemint.com/Companies/yswJVjY7tF7vew7Hk0JIZM/Emami-Agrotech-takes-edible-oil-brand-national-lines-up-inv.html">http://www.livemint.com/Companies/yswJVjY7tF7vew7Hk0JIZM/Emami-Agrotech-takes-edible-oil-brand-national-lines-up-inv.html</a>	<b>Page No 1 of 1</b>
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## **Emami Agrotech takes edible oil brand national, lines up investments**

Emami Agrotech is taking its premium edible oil brand Healthy & Tasty national, after a successful run in West Bengal and Karnataka

**07.04.2017 | Mumbai:**

Emami Agrotech, the oil arm of the Emami Group, is taking its premium edible oil brand Healthy & Tasty national, after a successful run in West Bengal, the company's home state, and Karnataka.

"Healthy & Tasty is already a Rs400 crore brand, and in West Bengal has 18% market share at the number 2 position," said Aditya V. Agarwal, director, Emami Group. "This is not easy to get, especially in just 4-5 years, which is how long ago we launched. We thought this was the right time to go national."

Emami Agrotech has allocated Rs200 crore for advertising and marketing the Healthy & Tasty brand and expects it to grow to Rs5,000 crore in the next 3-4 years. The brand will be endorsed nationally by Bollywood star Amitabh Bachchan.

Healthy & Tasty's range includes rice bran, mustard, sunflower, soyabean and vegetable oils.

Emami is building a network of 3,000 distributors for Healthy & Tasty and targeting 4-5 lakh outlets directly. In the first phase of expansion, it will target states in north India, including Uttar Pradesh, Bihar, Punjab and Haryana, along with Maharashtra in the west and Orissa in the east. This will be extended to Chhattisgarh and the northeastern states in the third phase of expansion slated to begin a month later.

Although placed in the premium edible oil category, Healthy & Tasty will be priced lower than category leaders Saffola, owned by Marico, and Sundrop, owned by Agro Tech Foods. "We will sell at Rs80-100 a litre," Agarwal said. "Saffola and Sundrop sell at Rs100-150 a litre."

To support these expansion plans, the company is investing in edible oil manufacturing capacity. "Asset base is not what is costly, this is a working capital intensive industry," Agarwal said. "We are investing Rs700-800 crore in plants in Kandla (Gujarat), Jaipur and in expanding capacity of the Haldia plant (West Bengal)," he said. "We are also in advanced talks for a plant at JNPT (Jawaharlal Nehru Port Trust, Mumbai's port)," said Sudhakar Rao Desai, chief executive officer of Emami Agrotech. "We have bought land in Kandla. The Haldia unit was expanded to process 4,000 tons of edible oil a day."

Currently, Emami Agrotech has two edible oil plants in India in Haldia and Krishnapatnam port in Andhra Pradesh. Just like most of India's edible oil industry, Emami depends largely on import of oilseeds for production.

Emami Agrotech clocked a revenue of Rs4,893.61 crore with profit after tax worth Rs36.5 crore in FY2015-16. Emami will close FY2016-17 with Rs6,800 crore in revenues and better profits, and will generate Rs9,500 crore revenues in the next 3-4 years, Desai said.

“We are the only major edible oil firm that is optimistic about growth in this market,” Desai said.

“We are investing heavily in infrastructure and brand building. But this year profits will be better and the debt-equity ratio will also improve,” he added, without specifying further.

In FY2015-16, Emami Agrotech had a debt-equity ratio of 12.84, with total borrowings worth Rs3,354 crore.

“Similar brand positioning of edible oil firms do make it look like the premium edible oil market is overcrowded,” said Ankur Bisen, senior vice-president of retail and consumer products at retail advisory firm Technopak. “However, there is a lot of latent demand that needs to be met. Branded oil has seen growth in certain urban centres, certain slices of the Indian market. But at an all-India level, oil is sold as a commodity.”

In a July 2016 report, ratings agency CARE India said India had a 67.33% gap in edible oil supply and demand, primarily fulfilled through imports. Only 20-25% of sales in the edible oil market come from branded oil.

<b>Publication</b>	<a href="http://www.financialexpress.com/industry/emami-group-expands-edible-oil-footprint-to-north-west-markets/618020/">http://www.financialexpress.com/industry/emami-group-expands-edible-oil-footprint-to-north-west-markets/618020/</a>	<b>Page No 1 of 1</b>
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## **Emami Group expands edible oil footprint to north, west markets**

*Emami Group expanded its edible oil 'Emami Healthy & Tasty' to the northern and western regions and is targeting to become a Rs 5,000 crore brand in the next 3-5 years.*

**06.04.2017 | Mumbai | PTI:**

Emami Group expanded its edible oil 'Emami Healthy & Tasty' to the northern and western regions and is targeting to become a Rs 5,000 crore brand in the next 3-5 years. The edible oil brand -'Emami Healthy & Tasty' – is one of the leading brands in West Bengal currently enjoying 16 per cent market share, the company said in a release issued here. Emami Healthy & Tasty, manufactured and marketed by Emami Agrotech, the edible oil arm of Emami Group is entering Maharashtra, Delhi and National Capital Region (NCR), Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil.

“We are very excited to introduce our edible oil brand in the national market. Since its launch in West Bengal, the brand has become one of the fastest growing edible oil brands with a annual growth of around 50 per cent for the last three years.

“The brand enjoys 16 per cent market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57 per cent market share in the state. The national launch is expected to triple the brand’s volume growth in a year’s time,” Emami Group Director Aditya V Agarwal said.

He said, the company has lined up aggressive marketing plans with a total advertising and marketing investment of around Rs 150-200 crore in the brand for it to become a Rs 5,000 crore brand in the next 3-5 years.

“We have roped in Amitabh Bachchan for promoting our brand ‘Emami Healthy & Tasty’ nationally, for a universal consumer connect,” he added.

Emami Healthy & Tasty is competitively priced in a price range from Rs 90 per litre to Rs 120 per litre across its variants.

Emami Group Director Manish Goenka said, in the second phase of roll out of the edible oil brand, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered.

“At present we have two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur (Rajasthan) with more than 5,000 tonnes per day refining and packaging capacity.

“We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of the country,” he added.

Emami Agrotech is witnessing a growth of 33 per cent, with a current turnover of over Rs 6,000 crore.

<b>Publication</b>	<a href="http://www.business-standard.com/article/companies/emami-chalks-out-rs-800-cr-capex-for-four-years-117040600705_1.html">http://www.business-standard.com/article/companies/emami-chalks-out-rs-800-cr-capex-for-four-years-117040600705_1.html</a>	<b>Page No 1 of 1</b>
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## Business Standard

### **Emami chalks out Rs 800-cr capex for four years**

*Launches 'Healthy & Tasty' edible oils nationally after achieving 18% market share in WB*

**06.04.2017 | Mumbai:**

Fast moving consumer goods (FMCG) company Emami Ltd plans capital expenditure of Rs 800 crore for its agri tech business in the next four years for expansion in product portfolio and strengthen its presence in existing markets.

For its "Healthy & Tasty" brand edible oil alone, the company plans a capital expenditure of Rs 200 crore on marketing and promotion across the country.

While announcing the geographical expansion with national roll out of its premium "Healthy & Tasty" brand edible oils, Aditya Agarwal, Director, Emami Group, said, "The brand currently enjoys second largest sales with 18 per cent of market share in West Bengal. Apart from West Bengal, its smallest sachet packs with a price tag of Rs 5 and Rs 10 are also available in Karnataka and Odisha with an estimated annual turnover of Rs 600 crore. We are now looking to cloak Rs 5000 crore turnover in the next two-three years with national roll out."

The company introduced its "Healthy & Tasty" brand edible oils in Maharashtra, Delhi, National Capital Region (NCR), Punjab, Uttar Pradesh and Bihar on Thursday as its first phase of geographical expansion. In the second phase, however, the company plans to reach out to consumers in Madhya Pradesh, Rajasthan, Jharkhand, Chhattisgarh, Uttarakhand and the North Eastern states in the next one month.

The company currently produces 4000 per day of edible oils - soybean, ground nut, mustard seed, rice bran etc. - from its existing location at Haldia in West Bengal. Apart from that Emami has a production facility in Krishnapatnam, Andhra Pradesh, with a capacity of 1,200-1,300 tonnes per day.

Now, in order to support consumer demand, the company plans to set up a 500 tonnes per day of Greenfield mustard seed crushing facility in Jaipur with an estimated capital expenditure of Rs 100 crore. This unit is set to become operational in three-four months.

Apart from that, the company has already bought land for setting up an edible oil refinery in Kandla and is currently in advanced stage of talks for another refinery near Jawaharlal Nehru Port Trust (JNPT).

"Our attempt would be to create consumer awareness for the benefit for use of packaged edible oil in which we have added vitamin A, D and E to our existing brand 'Healthy & Tasty'. Our biggest fight is with lose oil which normally comes with lots of adulteration. Therefore, we plan to roll out our small sachet pack of Rs 5 and Rs 10 nationwide in few years," said Sudhakar Desai, Chief Executive Officer, Emami Agrotech Ltd, a subsidiary of Emami Ltd.



<b>Publication</b>	<a href="http://www.business-standard.com/article/pti-stories/emami-group-expands-edible-oil-footprint-to-north-west-mkts-117040600994_1.html">http://www.business-standard.com/article/pti-stories/emami-group-expands-edible-oil-footprint-to-north-west-mkts-117040600994_1.html</a>	<b>Page No 1 of 1</b>
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## Business Standard

### **Emami Group expands edible oil footprint to north, west mkts**

**06.04.2017 | Mumbai | PTI:**

Emami Group expanded its edible oil 'Emami Healthy & Tasty' to the northern and western regions and is targeting to become a Rs 5,000 crore brand in the next 3-5 years.

The edible oil brand -'Emami Healthy & Tasty' - is one of the leading brands in West Bengal currently enjoying 16 per cent market share, the company said in a release issued here.

Emami Healthy & Tasty, manufactured and marketed by Emami Agrotech, the edible oil arm of Emami Group is entering Maharashtra, Delhi and National Capital Region (NCR), Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil.

"We are very excited to introduce our edible oil brand in the national market. Since its launch in West Bengal, the brand has become one of the fastest growing edible oil brands with a annual growth of around 50 per cent for the last three years.

"The brand enjoys 16 per cent market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57 per cent market share in the state. The national launch is expected to triple the brand's volume growth in a year's time," Emami Group Director Aditya V Agarwal said.

He said, the company has lined up aggressive marketing plans with a total advertising and marketing investment of around Rs 150-200 crore in the brand for it to become a Rs 5,000 crore brand in the next 3-5 years.

"We have roped in Amitabh Bachchan for promoting our brand 'Emami Healthy & Tasty' nationally, for a universal consumer connect," he added.  
Emami Healthy & Tasty is competitively priced in a price range from Rs 90 per litre to Rs 120 per litre across its variants.

Emami Group Director Manish Goenka said, in the second phase of roll out of the edible oil brand, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered.

"At present we have two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur (Rajasthan) with more than 5,000 tonnes per day refining and packaging capacity.

"We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of the country," he added.

Emami Agrotech is witnessing a growth of 33 per cent, with a current turnover of over Rs 6,000 crore.

<b>Publication</b>	<a href="http://www.business-standard.com/article/companies/emami-to-invest-rs-1-000-cr-to-boost-edible-oil-biz-117040601371_1.html">http://www.business-standard.com/article/companies/emami-to-invest-rs-1-000-cr-to-boost-edible-oil-biz-117040601371_1.html</a>	<b>Page No 1 of 1</b>
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## Business Standard –

### **Emami to invest Rs 1,000 cr to boost edible oil biz**

*After buyouts of Kesh King & Rasoi, it is looking to buy assets in the space*

**07.04.2017 | New Delhi:**

The Kolkata-based Emami Group, which has interests in fast-moving consumer goods to real estate, will invest Rs 1,000 crore over the next few years to ramp up its edible oil business. It has allocated Rs 800 crore to build three manufacturing units in Jaipur (Rajasthan), Kandla (Gujarat) and JNPT (Maharashtra). The rest will be spent on advertisement and promotion of its premium brand — Healthy and Tasty, said Aditya Vardhan Agarwal, director, Emami Group.

Currently, Emami produces soybean, sunflower, rice bran, palm and mustard oils in its two plants located in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and has total capacity of 5,000 tonnes a day. However, the three new plants will be crucial for the company to cater to large markets in the northern and western parts of the country. Emami currently procures edible oil from a third-party manufacturer in Jaipur.

While its plant at Kandla will be operational in 15 months, the Jaipur unit is expected to be up in the next four months. Locations of the two plants at Kandla and JNPT had been chosen due to their proximity to sea ports as import of raw material is a necessity in edible oil business, Agarwal said.

“We are eyeing Rs 10,000-crore annual sales from this business in the next two years. To expand our business, we taking our premium brand, Healthy and Tasty, pan-India,” he said. Emami expects to generate Rs 5,000-crore sales under the brand. Currently, its edible oil business generates nearly 95 per cent of Rs 6,000-crore revenue for Emami Agrotech. The rest comes from bio-diesel.

To promote its pan-India expansion, it has roped in film actor Amitabh Bachchan and has allocated Rs 200-crore budget for the next three to four years. “Only 30 per cent of the edible oil market is served through packaged oil. So, the scope for growth is immense,” Agarwal said, citing AC Nielsen data. According to him, Emami is open to acquisitions in the edible oil space. (The article has also appeared in the print editions of the publication)

<b>Publication</b>	<a href="http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/emami-expands-healthy-tasty-edible-oil-to-northern-western-markets/58049415">http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/emami-expands-healthy-tasty-edible-oil-to-northern-western-markets/58049415</a>	<b>Page No 1 of 1</b>
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## **Emami expands 'Healthy & Tasty' edible oil to northern & western markets**

*Emami Agrotech Ltd is witnessing a growth of 33%, with a current turnover of over Rs.6000 cr.*

**06.04.2017 | New Delhi:**

FMCG major Emami Group has announced the expansion of its 'Emami Healthy & Tasty' edible oil to the northern and western parts of the country.

Manufactured and marketed by Emami Agrotech Ltd, the edible oil arm of Emami Group is entering Maharashtra, Delhi & NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil. The company said, Emami Agrotech Ltd is witnessing a growth of 33%, with a current turnover of over Rs.6000 cr.

“We are very excited to introduce our edible oil brand – Emami Healthy & Tasty in the national market. Healthy & Tasty, since its launch in West Bengal, has become one of the fastest growing edible oil brands with a CAGR of around 50% for the last 3 years. The brand enjoys 16% market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57% market share in the state. The national launch is expected to triple the brand's volume growth in a year's time,” Aditya V Agarwal, director, Emami Group said.

“We have lined up aggressive marketing plans involving both ATL and BTL activities, with a total Advertising & Marketing investment of around Rs.150-200 cr in to become a Rs.5000 cr brand in the next 3-5 years. I also take this opportunity to announce superstar Amitabh Bachchan's association with our brand 'Emami Healthy & Tasty' nationally, for a universal consumer connect,” Agarwal further added.

Emami Group which is a Rs.12,000 cr diversified business house in India with a market cap of around Rs.50,000 cr, informed their Emami Healthy & Tasty is one of the leading edible oil brands with a leadership presence in West Bengal.

“We are very aggressive with the national launch of Healthy & Tasty and have set an ambitious growth target. We are confident of winning the consumer trust with both our quality products and innovative consumer led marketing communication. In the 2nd phase of rollout, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered.

Emami at present has two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur with more than 5000 tonnes per day / 16 lac

tonnes per annum refining and packaging capacity. We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of India,” Manish Goenka, director, Emami Group said.

Emami said they have put together a strong distribution network for establishing the national journey of Emami Health & Tasty with direct coverage in 4-5 lac outlets and product reach in almost 30 lac outlets in India.

<b>Publication</b>	<a href="http://www.moneycontrol.com/news/business/markets-business/emami-agrotech-to-expand-edible-oil-biz-nation-wide-2254313.html">http://www.moneycontrol.com/news/business/markets-business/emami-agrotech-to-expand-edible-oil-biz-nation-wide-2254313.html</a>	<b>Page No 1 of 1</b>
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## **Emami Agrotech to expand edible oil biz nation-wide**

*Emami Agrotech today said it will expand its edible oil brand Emami Healthy & Tasty to nation-wide.*

**06.04.2017 | PTI:**

Emami Agrotech today said it will expand its edible oil brand Emami Healthy & Tasty to nation-wide.

"Having consolidated its position in the existing market of West Bengal, Emami Healthy & Tasty is entering Maharashtra, Delhi and NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soyabean, sunflower and rice bran oil," Emami Group director Aditya V Agarwal said.

In the second phase of rollout, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered, Emami Group director Manish Goenka said.

Currently sales of the edible oil brand is around Rs 400 crore and the company is aiming at Rs 5000 crore topline in the next three to five years with national footprint, the company said.

"We have put together a strong distribution network for establishing the national journey of Emami Health & Tasty with direct coverage in four lakh to five lakh outlets and product reach in almost 30 lakh outlets in India," Emami Agrotech CEO Sudhakar Desai said.

Officials said the Emamai Agrotech, a Rs 6000 crore turnover company will turn into Rs 15000 crore in the next three to five years but it does not have listing plans as of now.

The group's FMCG company, Emami Ltd is a listed entity.

<b>Publication</b>	<a href="http://news.franchiseindia.com/restaurant/Emami-Healthy-Tasty-to-become-Rs-5000-crore-brand-in-3-5-years.n14291">http://news.franchiseindia.com/restaurant/Emami-Healthy-Tasty-to-become-Rs-5000-crore-brand-in-3-5-years.n14291</a>	<b>Page No 1 of 1</b>
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# FRANCHISE INDIA

## **Emami Healthy & Tasty to become Rs.5000 crore brand in 3-5 years**

*Emami Group enjoys 16% market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57% market share in the State.*

**06.04.2017 | Franchise India Bureau:**

Emami Group, the Rs. 12,000 cr diversified business house in India with a market cap of around Rs.50,000 cr, takes its edible oil brand "Emami Healthy & Tasty" on a national platform by expanding its footprints in the northern and western parts of the country.

Emami Healthy & Tasty is one of the leading edible oil brands with a leadership presence in West Bengal.

Having consolidated its position in the existing market of West Bengal, Emami Healthy & Tasty, manufactured and marketed by Emami Agrotech Ltd, the edible oil arm of Emami Group is entering Maharashtra, Delhi & NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil.

Aditya V Agarwal, Director, Emami Group said, "We are very excited to introduce our edible oil brand – Emami Healthy & Tasty in the national market. H&T, since its launch in West Bengal, has become one of the fastest growing edible oil brands with a CAGR of around 50% for the last 3 years.

The brand enjoys 16% market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57% market share in the State. The national launch is expected to triple the brand's volume growth in a year's time."

Agarwal further added, "We have lined up aggressive marketing plans involving both ATL and BTL activities, with a total A&M investment of around Rs.150-200 cr in the brand for it to become Rs.5000 cr brand in the next 3-5 years.

I also take this opportunity to announce Amitabh Bachchan's association with our brand 'Emami Healthy & Tasty' nationally, for a universal consumer connect."

Manish Goenka, Director, Emami Group said, "We are very aggressive with the national launch of Healthy & Tasty and have set an ambitious growth target.

We are confident of winning the consumer trust with both our quality products and innovative consumer led marketing communication. In the 2nd phase of rollout, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered."

Goenka further added, "Emami at present has two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur with more than 5000 tonnes per day / 16 lac tonnes per annum refining and packaging capacity. We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of India."

Sudhakar Desai, CEO, Emami Agrotech Ltd, said, "We have put together a strong distribution network for establishing the national journey of Emami Health & Tasty with direct coverage in 4-5 lac outlets and product reach in almost 30 lac outlets in India.



<b>Publication</b>	<a href="http://www.thehindu.com/business/emami-to-invest-800-crore-to-expand-facilities-pan-india/article17853740.ece">http://www.thehindu.com/business/emami-to-invest-800-crore-to-expand-facilities-pan-india/article17853740.ece</a>	<b>Page No 1 of 1</b>
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## **Emami to invest ₹800 crore to expand facilities pan-India**

*Eyes ₹5,000 crore turnover from edible oils in three years*

**06.04.2017 | Mumbai |:**

Emami Agrotech, the edible oil arm of the Emami Group, said it planned to invest ₹800 crore in expanding its facilities, a top company official said.

“So far we have invested ₹800 crore in the edible oil business and will further invest ₹800 crore to set up refining facilities and distribution centres at Kandla, JNPT and other locations in India,” said Aditya V Agarwal, director, Emami Group.

The company on Thursday announced the first phase of the national roll out of its edible oil brand Emami Healthy & Tasty (HT) which was so far available only in the West Bengal market. In 2016-17 Emami’s edible oil business generated a turnover of ₹400 crore and with a pan-India introduction of its oil brands to be completed in phases during this year, the company is eyeing a turnover of ₹5,000 crore from edible oil in three years.

“There is a huge potential for growth in the branded edible oil market in India where the per capita consumption is very low,” he said. “Based on our success in the West Bengal market where we have grown CAGR of 50% for last three years, we are now going national. We are confident that our edible oil will be well accepted by customers,” Mr. Agarwal said.

The initial phase covered more than six States.

During the initial phase, Emami introduced its range of mustard, soybean, sunflower and rice bran oil in more than six states.

Maharashtra, Delhi and NCR regions, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha.

“We have put together a strong distribution network for establishing the national journey with direct coverage in 4-5 lakh outlets and product reach in almost 30 lakh outlets in India,” said Sudhakar Desai, CEO, Emami Agrotech. said.

The company has lined up an aggressive marketing plan to promote its brand with an advertising and marketing budget of about around ₹200 crore. It has also appointed Amitabh Bachchan as the brand ambassador for ‘a universal consumer connect.’

Emami Healthy & Tasty is priced in a price range from ₹90 per litre to ₹120 per litre across its variants.

(The article has also appeared in the print editions of the publication)

<b>Publication</b>	<a href="https://www.telegraphindia.com/1170407/jsp/business/story_144987.jsp#.WOcletKGPIU">https://www.telegraphindia.com/1170407/jsp/business/story_144987.jsp#.WOcletKGPIU</a>	<b>Page No 1of 1</b>
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# The Telegraph

## Emami

**06.04.2017 | Calcutta:**

Emami Agrotech Limited has touched the Rs 6,000-crore turnover mark for the fiscal ended March 2017, up 33.33 per cent from Rs 4,500 crore in the previous fiscal. The Calcutta-based company today launched its Healthy and Tasty edible oil brand nationally as it looks to enter markets such as Maharashtra, the Delhi-NCR region, Uttar Pradesh, Haryana, Punjab, Bihar and Odisha.

(The article has also appeared in the print editions of the publication)

<b>Publication</b>	<a href="http://indiatoday.intoday.in/story/emami-group-expands-edible-oil-footprint-to-north-west-mkts/1/922246.html">http://indiatoday.intoday.in/story/emami-group-expands-edible-oil-footprint-to-north-west-mkts/1/922246.html</a>	<b>Page No 1 of 1</b>
<b>Date</b>	06.04.2017	
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## **Emami Group expands edible oil footprint to north, west mkts**

**06.04.2017 | Mumbai | PTI:**

Emami Group expanded its edible oil Emami Healthy & Tasty to the northern and western regions and is targeting to become a Rs 5,000 crore brand in the next 3-5 years.

The edible oil brand -Emami Healthy & Tasty - is one of the leading brands in West Bengal currently enjoying 16 per cent market share, the company said in a release issued here.

Emami Healthy & Tasty, manufactured and marketed by Emami Agrotech, the edible oil arm of Emami Group is entering Maharashtra, Delhi and National Capital Region (NCR), Uttar Pradesh, Haryana, Punjab, Bihar and Odisha with its range of mustard, soybean, sunflower and rice bran oil.

"We are very excited to introduce our edible oil brand in the national market. Since its launch in West Bengal, the brand has become one of the fastest growing edible oil brands with a annual growth of around 50 per cent for the last three years.

"The brand enjoys 16 per cent market share in West Bengal currently and its Rice Bran oil variant enjoys category leadership with a 57 per cent market share in the state. The national launch is expected to triple the brands volume growth in a years time," Emami Group Director Aditya V Agarwal said.

He said, the company has lined up aggressive marketing plans with a total advertising and marketing investment of around Rs 150-200 crore in the brand for it to become a Rs 5,000 crore brand in the next 3-5 years.

"We have roped in Amitabh Bachchan for promoting our brand Emami Healthy & Tasty nationally, for a universal consumer connect," he added.

Emami Healthy & Tasty is competitively priced in a price range from Rs 90 per litre to Rs 120 per litre across its variants.

Emami Group Director Manish Goenka said, in the second phase of roll out of the edible oil brand, regions like Madhya Pradesh, Rajasthan, Jharkhand would be covered.

"At present we have two edible oil refining units in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and packaging units in Jaipur (Rajasthan) with more than 5,000 tonnes per day refining and packaging capacity.

"We plan to add new refining units in Jaipur and in West Coast of India to cater to the rising demand of western part of the country," he added.

Emami Agrotech is witnessing a growth of 33 per cent, with a current turnover of over Rs 6,000 crore.

<b>Publication</b>	<a href="http://www.dnaindia.com/money/report-emami-group-expands-edible-oil-footprint-to-north-west-mkts-2384000">http://www.dnaindia.com/money/report-emami-group-expands-edible-oil-footprint-to-north-west-mkts-2384000</a>	<b>Page No 1 of 1</b>
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<b>Publication</b>	<a href="http://www.thehansindia.com/posts/index/Health/2017-04-06/Emami-Group-expands-edible-oil-footprint-to-north-west-mkts-/291607">http://www.thehansindia.com/posts/index/Health/2017-04-06/Emami-Group-expands-edible-oil-footprint-to-north-west-mkts-/291607</a>	<b>Page No 1 of 1</b>
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Publication	<a href="http://www.btv.in/videos/watch/21956/emami-group--business-expansion">http://www.btv.in/videos/watch/21956/emami-group--business-expansion</a>	Page No 1 of 1
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# Emami Group: Business Expansion



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<b>Publication</b>	<a href="http://www.indiafoodbrief.com/354456-emami-to-invest-rs-1000-cr-to-boost-edible-oil-biz-business-standard">http://www.indiafoodbrief.com/354456-emami-to-invest-rs-1000-cr-to-boost-edible-oil-biz-business-standard</a>	<b>Page No 1 of 1</b>
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## Emami to invest Rs 1000 cr to boost edible oil biz



After buyouts of Kesh King & Rasoi, it is looking to buy assets in the space



<b>Publication</b>	<a href="http://smartinvestor.business-standard.com/market/story-450715-storydet-Emami_to_invest_Rs_1_000_cr_to_boost_edible_oil_biz.htm#.WOej5oVOLIU">http://smartinvestor.business-standard.com/market/story-450715-storydet-Emami_to_invest_Rs_1_000_cr_to_boost_edible_oil_biz.htm#.WOej5oVOLIU</a>	<b>Page No</b> <b>1 of 1</b>
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## Emami to invest Rs 1,000 cr to boost edible oil biz

Arnab Dutta/New Delhi 07 Apr 17 | 06:29 AM

The Kolkata-based Emami Group, which has interests in fast-moving consumer goods to real estate, will invest Rs 1,000 crore over the next few years to ramp up its edible oil business. It has allocated Rs 800 crore to build three manufacturing units in Jaipur (Rajasthan), Kandla (Gujarat) and JNPT (Maharashtra). The rest will be spent on advertisement and promotion of its premium brand — Healthy and Tasty, said Aditya Vardhan Agarwal, director, Emami Group.

Currently, Emami produces soybean, sunflower, rice bran, palm and mustard oils in its two plants located in Haldia (West Bengal) and Krishnapatnam (Andhra Pradesh) and has total capacity of 5,000 tonnes a day. However, the three new plants will be crucial for the company to cater to large markets in the northern and western parts of the country. Emami currently procures edible oil from a third-party manufacturer in Jaipur.

While its plant at Kandla will be operational in 15 months, the Jaipur unit is expected to be up in the next four months. Locations of the two plants at Kandla and JNPT had been chosen due to their proximity to sea ports as import of raw material is a necessity in edible oil business, Agarwal said.

“We are eyeing Rs 10,000-crore annual sales from this business in the next two years. To expand our business, we taking our premium brand, Healthy and Tasty, pan-India,” he said. Emami expects to generate Rs 5,000-crore sales under the brand. Currently, its edible oil business generates nearly 95 per cent of Rs 6,000-crore revenue for Emami Agrotech. The rest comes from bio-diesel.

To promote its pan-India expansion, it has roped in film actor Amitabh Bachchan and has allocated Rs 200-crore budget for the next three to four years. “Only 30 per cent of the edible oil market is served through packaged oil. So, the scope for growth is immense,” Agarwal said, citing AC Nielsen data. According to him, Emami is open to acquisitions in the edible oil space.